



April 24, 2015

To: Executive Board

Subject: **Transit Store Report**

Recommendation

Receive and file the Transit Store Report.

Analysis

Pass Sales (Attachments A & B): Sales for November – March totaled \$2,239,668. The Pass Sales figure represents an increase of 13 percent from the sales during the same period of FY 2013/14. The increase is primarily attributable to an increase in sales of commuter and adult and student Silver Streak passes.

Attachment A provides a graphic representation of the five-month sales figures by store. Attachment B provides a graphic representation of the five-month sales figures by product type. Sales by Transit Store are also summarized in the table below.

Location	November 2014	December 2014	January 2015	February 2015	March 2015	FY 2014/15 year to date
El Monte	\$134,404	\$114,078	\$119,974	\$120,357	\$115,182	\$1,009,056
Pomona	\$96,999	\$87,776	\$96,976	\$94,272	\$91,544	\$841,129
Puente Hills	\$106,196	\$88,228	\$104,811	\$108,214	\$102,877	\$923,142
West Covina	\$67,706	\$51,940	\$63,836	\$66,043	\$65,348	\$597,358
Claremont	\$41,438	\$37,215	\$43,238	\$44,342	\$43,148	\$393,708
Online Sales	\$22,525	\$23,332	\$28,733	\$27,919	\$31,017	\$249,194
Total	\$449,116	\$494,966	\$457,568	\$461,147	\$449,116	\$1,863,918



Phone Activity (Attachments C & D): During November through March, a total of 137,970 phone calls came through the toll-free customer service line. Customer Service Representatives (CSRs) answered 93 percent of incoming phone calls with an average time to answer of 23 seconds. The average handling time of a call was one minute and 39 seconds. There was a problem with capturing data through the phone system for three days during the month of January which, had this not occurred, would have resulted in an increase in the number of calls received and impacted the other statistics reported. Notwithstanding this system issue, compared to last year, this was a 22 percent increase in the total number of calls received and a 20 percent increase in the total number of calls answered. This improvement may be attributed to the continued focus that Transdev, the Transit Store contractor, has placed on call center management, as well as the capabilities of the reporting mechanism of the new phone system.

Customer call handling					
Month	% of calls answered	Calls received	Calls answered	Average time to answer	Average handling time
November 2014	92.6%	26,698	24,723	0:24	1:39
December 2014	94.8%	27,664	26,230	0:16	1:38
January 2015	92.0%	27,434	25,241	0:25	1:39
February 2015	92.0%	27,697	25,481	0:26	1:40
March 2015	93.8%	28,477	26,704	0:22	1:37
Total	93.0%	128,379	137,970	0:28	1:39

Walk-in Traffic (Attachment E): Walk-in traffic recorded for all stores during this time period totaled 125,741 entries, a significant decrease when compared to the same period in FY 2013/14. This decrease is because no walk-in traffic data was available from the Puente Hills Transit for the time period as well as issues with the counters in other stores. The people counters in each of the stores are currently in the process of being replaced with more sophisticated and reliable technology which is anticipated to provide greater detail on the patterns of the customers coming into the stores. This project is slated to be completed during the summer of this year.

Mystery Shopper Program In January, the first quarterly Transit Store customer service review was conducted. This monitoring was conducted both on-site at the Transit Stores and via telephone by mystery shoppers. Ten site visits and 110 telephone calls were completed utilizing experienced English



speaking and bilingual staff. The areas of language use, wait time, customer service representative knowledge, appearance and conduct were evaluated. Additional information about the results of the audit will be provided at an upcoming Executive Board Meeting, however some key findings of the extensive report include:

- Nearly 80 percent of the observers (Mystery Shoppers) experienced no wait or a wait time of less than one minute on the telephone
- Fifty percent of site visits reported a wait time of between one and four minutes.
- Customer Service Representatives demonstrated a high level of knowledge regarding a number of attributes pertaining to knowledge of Foothill Transit Service resulting in a 3.71 out of a possible 4 rating.
- Customer Service Representatives maintained a professional appearance and exhibited appropriate conduct when interacting with observers. The highest-rated attribute was appearance was neat and professional which earned a perfect mean rating of 4.0. Several of the other attributes were rated between 3.91 and 3.94, including conduct was courteous (3.91) and conduct was professional (3.93).
- More than 89 percent of the observers were satisfied with the outcome of their interaction.

Foothill Transit and Transdev staff are developing a program to incorporate the results of these audits into a recognition opportunity and the information contained in the report will be used for coaching, mentoring and developing best practices for the various teams.

Sincerely,

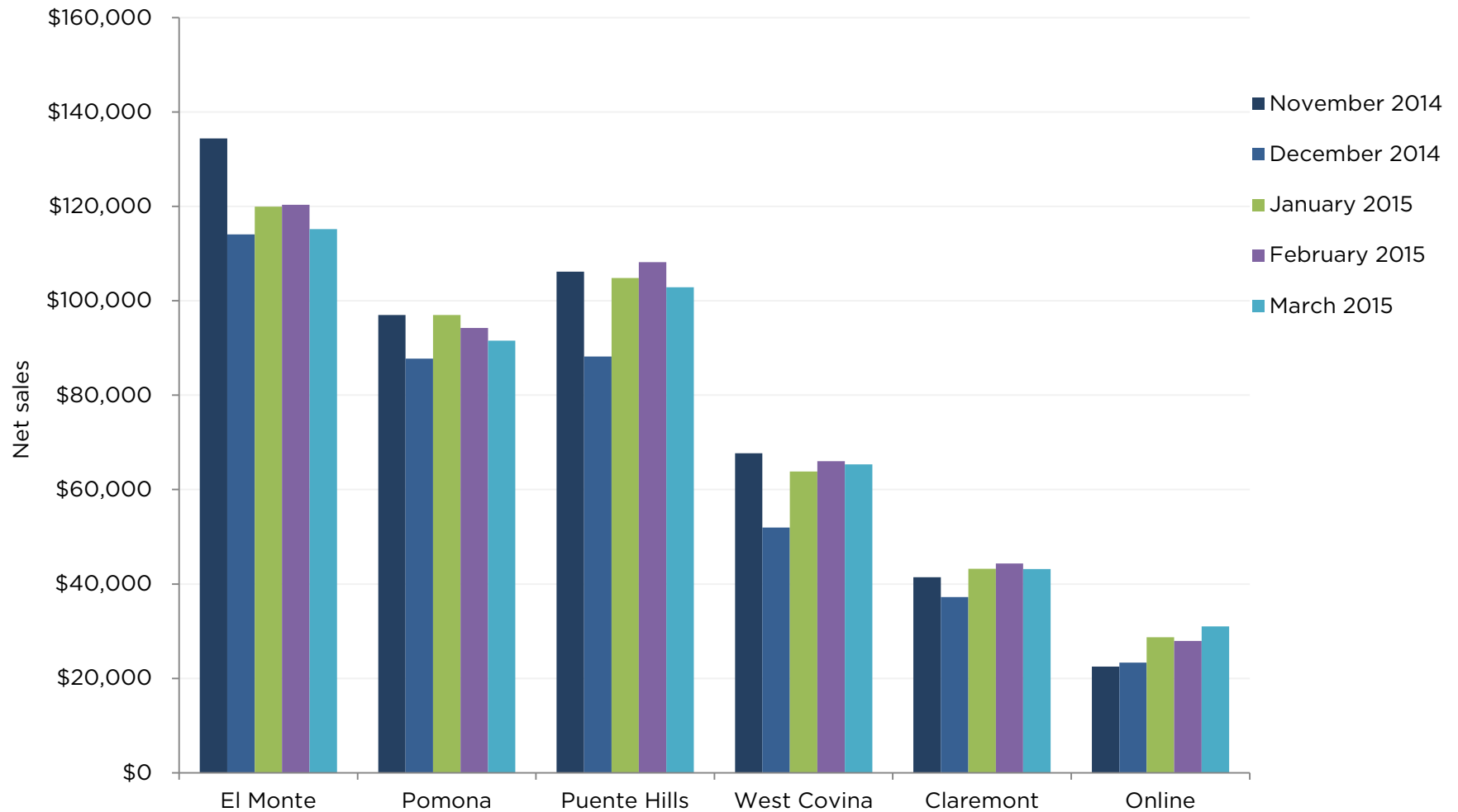
LaShawn King Gillespie
Director of Customer Service & Operations

Doran J. Barnes
Executive Director

Attachments

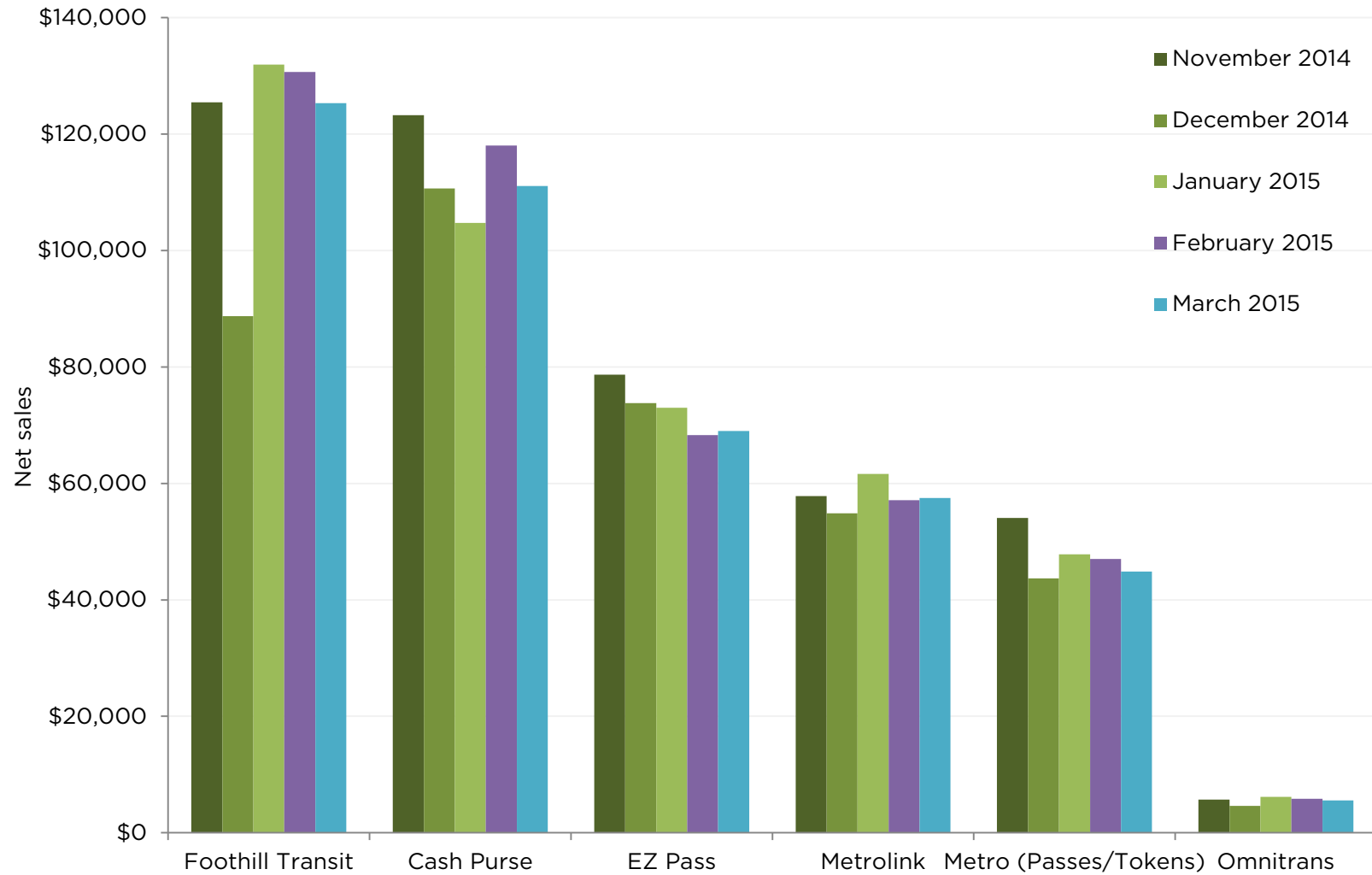
Transit Store Report

Sales Trend by Store (November 2014 - March 2015)

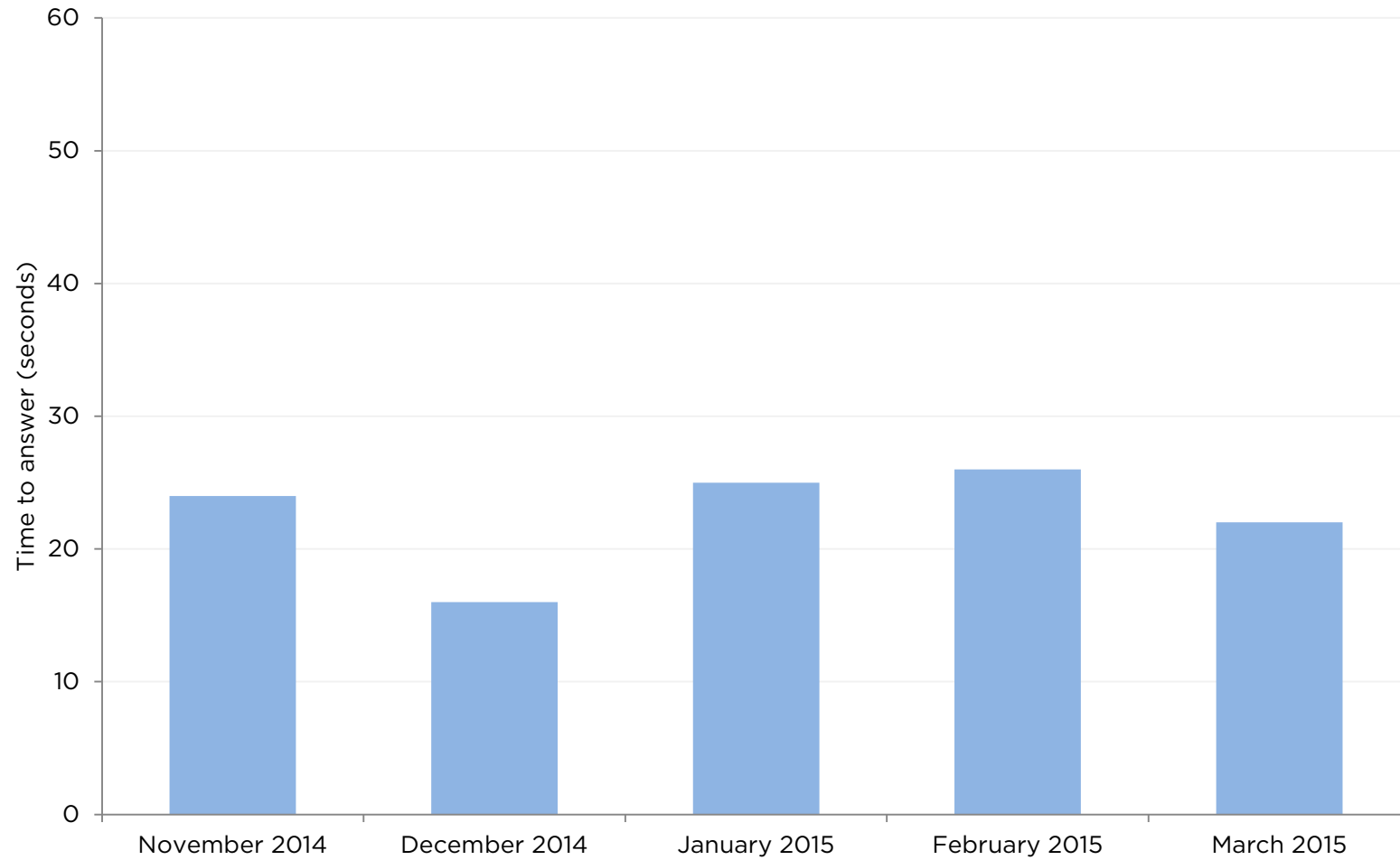


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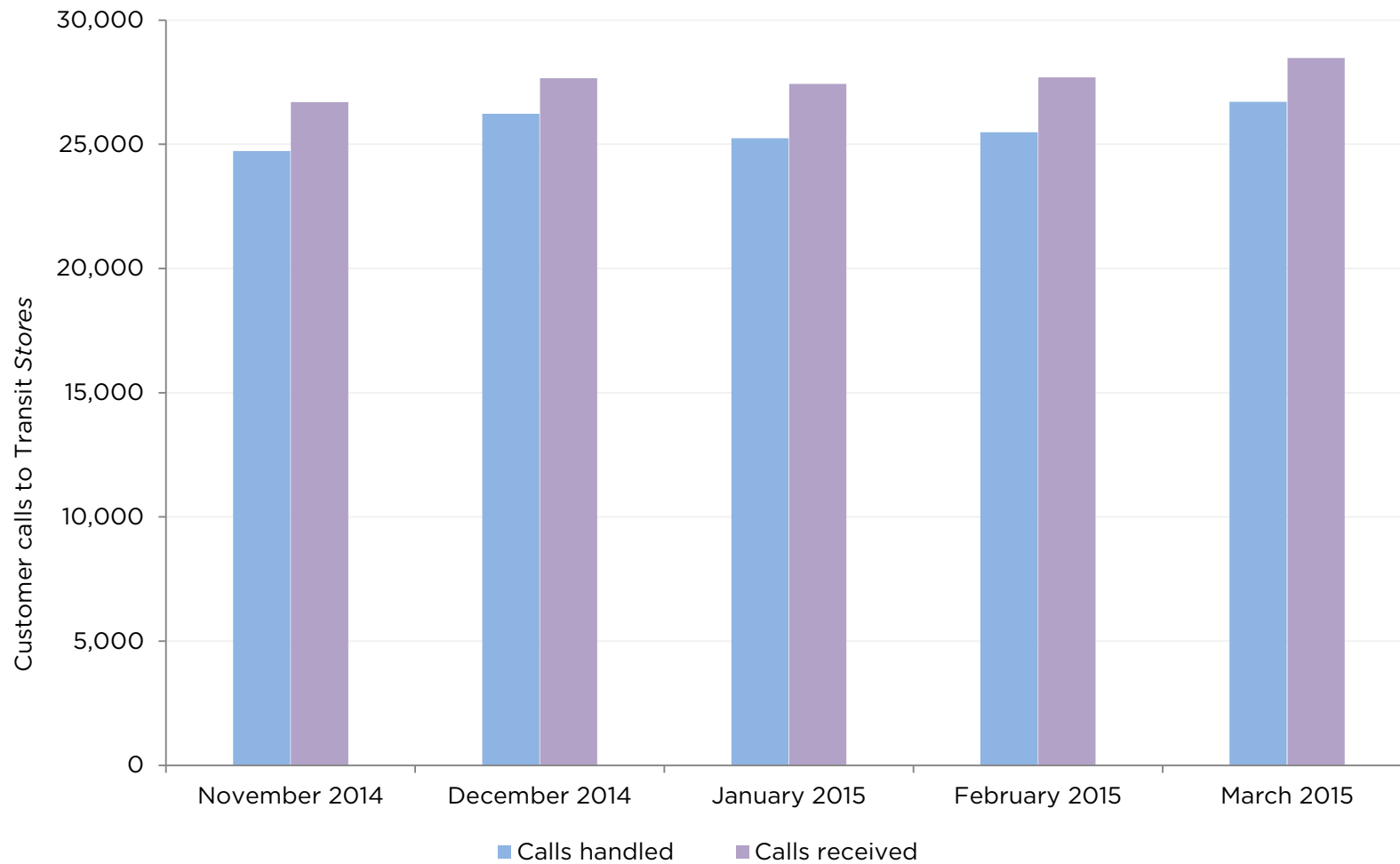
Sales Trends by Product (November 2014 - March 2015)



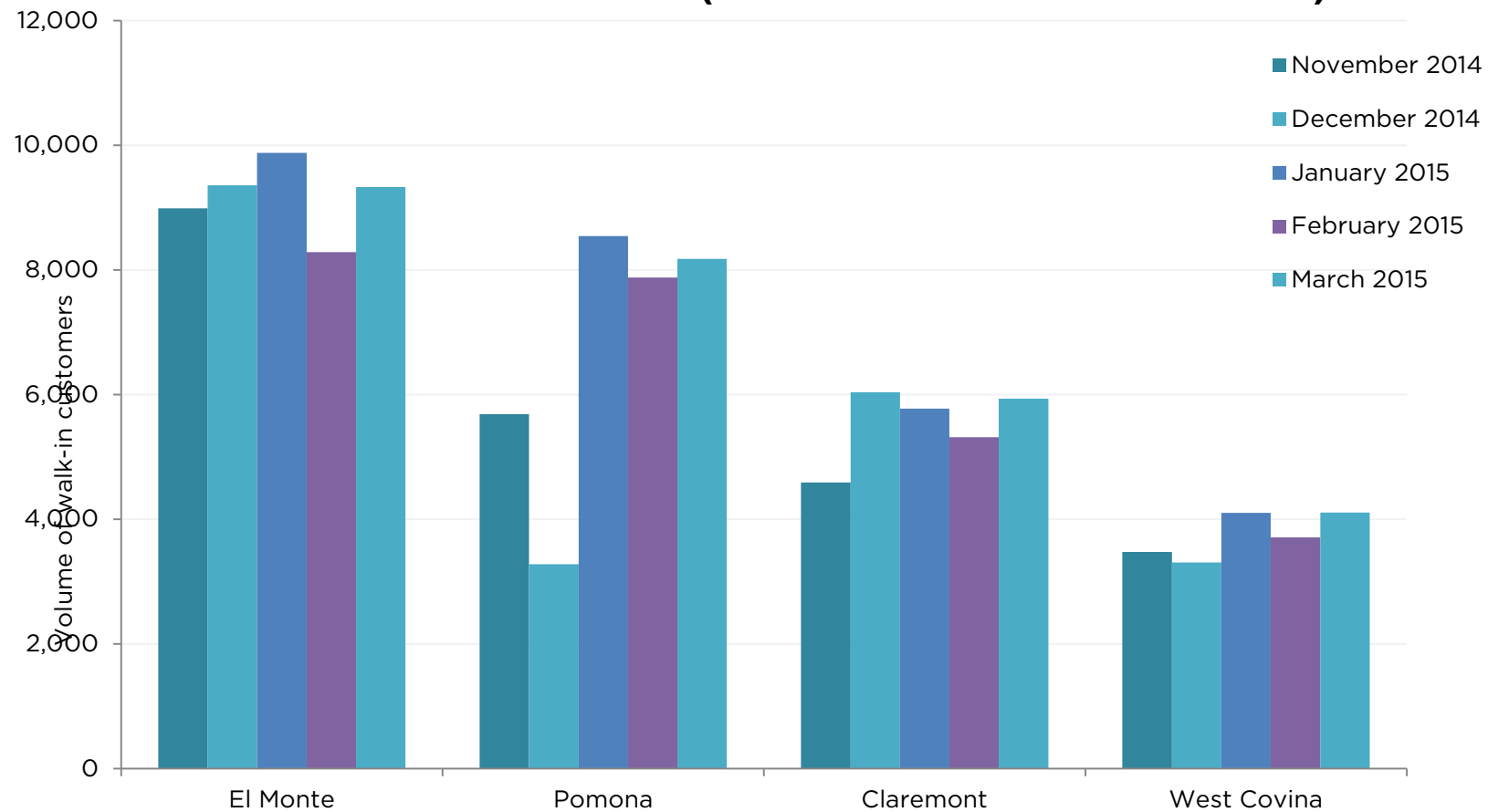
Transit Store Report Average Time to Answer (November 2014 - March 2015)



Transit Store Report Total Calls Answered (November 2014 - March 2015)



Transit Store Report Total Walk-in Traffic (November 2014 - March 2015)¹



¹ Data for Puente Hills location not available due to equipment maintenance.